

MINUTES OF THE ECONOMIC VITALITY ADVISORY BOARD
August 16, 2016
7:00 am – Aspen Room
Community Center, 715 East Main Street



CALL TO ORDER

Chair Boyd called the meeting to order at 7:07 AM.

ROLL CALL

Board Members: Jay Boyd, Marcus Trusty, Matt Litvay, Liz Morgan, Lucas Smith, Gene McManamay.

Town Trustee(s): Dave Volpe

Town Staff: Town Administrator Brandy Reitter, Assistant to the Town Administrator Emily Katsimpalis, Town Clerk Janell Sciacca and AmeriCorp VISTA Hunter Hovenga.

AGENDA ADOPTION

MOTION: Morgan moved and Boyd seconded to approve the agenda as presented. **Motion carried unanimously.**

APPROVAL OF MINUTES

MOTION: Morgan moved and Boyd seconded to approve the July 19, 2016 minutes as presented. **Motion carried unanimously.**

PUBLIC COMMENT – None.

BUSINESS ITEMS

A. Introduction of AmeriCorp VISTA Hunter Hovenga.

Hunter Hovenga, the Town's AmeriCorp VISTA will be with Town for 1 year to help with projects such as Main Street, Economic Development, etc. He attended UCCS, and Ft. Lewis. It currently living in Leadville and loving it in Buena Vista. Hovenga is or has studied economics, political science, public policy and government. He is interested in economic development and historic preservation and excited to be in BV. The Board welcomed Hovenga.

B. Vision and Mission Statement

Reitter reviewed a Mission and Vision Statement that she drafted along with several objectives. She requested feedback stating both should be aligned with the purpose and vision of the board. Boyd clarified these can be organic and dynamic and can grow. Reitter agreed and added they are guiding principles. Morgan felt the second line should be changed to something along the lines of "that supports local entrepreneurs and existing businesses." She also suggested the addition of "sustainable" in the first line of the Vision Statement. Trusty suggested changing the objectives from numbering to bullet points to clarify the list is not in priority order. After additional discussion, the Board agreed on some reorganization of the list and changing the numbers to bullet points. Reitter reread the information for the board members.

MOTION: Trusty moved and Litvay seconded to adopt the Mission Statement as amended and read by Reitter. **Motion carried unanimously.**

MOTION: Trusty moved and Litvay seconded to adopt the Vision Statement and Objectives as amended and read by Reitter. **Motion carried unanimously.**

C. BluePrint 2.0

Reitter explained Blueprint 2.0 stating it is part of the Colorado Office of Economic Development and International Trade. There are several initiatives and the Town is focusing on Build a Better Business Brand and Call Yourself Creative.

The Town just went through the branding process and will have a workshop for the community on how to take a brand, implement it and make it better. The workshop will be held September 8 and further details will be forthcoming.

Call Yourself Creative spins on the Town's efforts of pursuing a creative district. Ashley Ahlne from CO Creative is setting up a meeting with artists and creative industry businesses to talk about the district on August 31 at 6PM at the Community Center and there is a Facebook Page entitled BV Creates which Ahlne created. Boyd inquired what additional benefits come from the district. Reitter replied National and Statewide recognition, CDOT marked certified districts, technical assistance, trainings and webinars, etc. Reitter added that in affordable housing efforts, Call Yourself Creative has a program entitled Space to Create and Town submitted a letter of intent for a project. She explained what Space to Create is and stated more details would be forthcoming.

STAFF/COUNSEL REPORTS

A. Town Administrator

Reitter stated the board will need to prepare and RFP to hire a consultant to assist with the strategy. She needs input on questions they want answered and potential projects. She requested these by the next meeting and she will incorporate them into the RFP which will be discussed at the next meeting. Boyd asked if the draft could be sent out ahead of time. Reitter shared some examples of questions that might be asked and requested the board send their questions by email to Town Clerk Sciacca. Boyd asked if applicants would be interviewed by the board. Reitter replied that could be done and the board generally agreed they would like to do this. Boyd felt it was important for the group to articulate what their deliverables are. Reitter stated this project will get going by the end of the year and she imagined the contractor would be on board by November / December. She will try to send out the draft after Labor Day.

Smith was requested to give the group an overview of the proposed school district bond issue. Smith reported the school district is proposing a \$52M bond issue. An alliance of business owners has formed against it. There was a lot of pushback and two weeks ago the number was reduced from \$58M to \$52M with no apparent changes to the plan and the tax implications are very similar. It was presented last night to the School Board who will vote on it at the next meeting. BV Peaks was formed after the ballot issue failure in order to have more community support. Peaks stands for People Engaged Around Kids Success. There was discussion about the tax burden and who is affected as well as the process or lack thereof and the unavailability of grant funds due to the scope of the project. Reitter stated the Town is not taking a position on the matter but the members of this board can speak freely. The board felt it was important for them to understand the issue so they could speak knowledgeably in the community. Morgan asked if this might affect other potential projects for the Town. Reitter replied yes. She explained there are other ideas for Town facilities being looked at such as the Community Center expansion, road repairs and improvements, water right acquisition, etc. over the next 5 years. There are also many other special districts that might need mill levy increases and each taxpayer has to decide what he/she can afford and wants to pay for. Boyd asked how this would affect the District compared to Statewide. Volpe replied he heard it would move the Town up to #11 and

Smith stated it would put BV in the top 10%. Litvay stated he was very concerned about the long term economic impacts.

B. Assistant to Town Administrator

Katsimpalis asked the group their opinions regarding the Vertex festival. Boyd heard there was disappointment in the numbers on Main Street. Trusty heard there was not a lot of local traffic and those numbers were replaced by the event traffic so there was not really an increase. After additional discussion, Volpe stated it could be done better next year. McManamay asked if the organizers were trying to limit the impact on Town or trying to capture all the business and money. He also heard from other local businesses that it was almost impossible to participate. Katsimpalis replied there was a different concept used in Salida and the promoter wanted "blow up the town" and this was completely different. She contacted the local promoter and worked with her to get the shuttles into Town as this event was meant to keep people on site. Reitter clarified there is an indirect benefit in the form of people who will come back to or talking about the Town. McManamay asked how the Town could impose itself on the process. Reitter replied anyone can attend the Commissioner meetings and she added some process things can be done better and the Town will be keeping this in mind for next year.


Volpe asked if Wendell Pryor of the EDC had contacted the Town about coming in to introduce himself. Staff replied he had not and Reitter stated he could be scheduled on an upcoming agenda.

ADJOURNMENT

MOTION: The Board unanimously agreed to adjourn the meeting at 8:41 AM.

The next meeting is Tuesday, September 20, 2016 at 7:00AM in the Aspen Room at the Community Center located at 715 East Main.

Respectfully submitted:



Jay Boyd, Chair